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Franklin - Almanack - writer, 1737.



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THE BEQUEST OF  
EVERT JANSEN WENDELL  
(CLASS OF 1882)  
OF NEW YORK

1918





*An Almanack-Writer.*

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# AN ESSAY

UPON THE TALENTS REQUISITE IN  
*AN ALMANACK-WRITER*

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BY

B. FRANKLIN.

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*"Almanackorum scriptor nascitur, non fit."*

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*PHILADELPHIA.*

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FROM  
THE BEQUEST OF  
EVERT JANSEN WENDELL  
1918

An Almanack-Writer,

to the Author of the Pennsylvania Gazette.

SIR,

AS I am a great Lover of all Works of  
ingenuity, and the Authors of them, so more  
Especially am I a great Reader and Admirer  
of those Labours of the Learned, called  
ALMANACKS,

As I am a considerable Proficient in this  
Art of Learning; and as at this time of  
the Year, Copies of Almanacks for the next  
Year usually come to the Press, long before  
they are wanted; And as I have laid out  
many a Six-pence among your Customers,  
the Profit whereof has in a great Measure  
redounded to you: so I may reasonably hope  
to be look'd on as a good Customer, and claim  
a favourable place in your Paper.

I have a large Volume in Manuscript by me  
on the Important Subject of Almanack-making,  
which I may in time communicate to the Publick





but at present I am willing to oblige them, with only a Taste of my Skill, which (if I have any Title to the Art of Prognostication) will certainly make them long for the whole.

My present Design, is to give to you and the Publick, a Short Essay, upon the Talents requisite in an Almanack-Writer, by which it will plainly appear, how much the Commn is indebted to Men of Such great and uncommon Parts and Sagacity.

An Almanack-Writer, Sir, Should be born one like a Poet; for as I read among the Works, the learned, Poeta nascitur non fit; So it is Maxim with me, that, Almanackorum Scriptor nascitur non fit, Gifts of Nature, Sir, compleated by Rules of Art, are indispensably Necessary, make a great Man this way, as well as any other.

The first Thing requisite in an Almanack-Writer, is, That he Should be descended of a great Family, and bear a Coat of Arms, this



Lustre and Authority to what a Man writes, and makes the common people to believe, that certainly this is a great Man. I have known Almanack-Writers so curious and exact in this particular, that they have been at the Expence and Charge of a Wooden Cut in the Frontispiece, with their Arms emblazon'd, and Surrounded with a Label, expressing the Name of the Family. This, Sir, made a great Impression, I confess, upon myself and others, and made those Works to go off well,

If the Author who was born to be an Alman maker, has the Misfortune to be meanly descended but yet, has a true Genius; if he has by him, can borrow a Book, entitul'd the Peerage of England, he may safely borrow a Coat, (if there happens to be a Peer of his own Name) by reason, we are so great a Way distant from the Earl Mar. of that part of Great-Britain call'd England.

The next Talent requisite in the forming,



complete Almanack-Writer, is a Sort of Gravity, which keeps a due medium between Dulness and Nonsense, and yet has a Mixture of both. Now you know, Sir, that grave Men are taken by the common people always for wise Men. Gravity is just as good a Picture of Wisdom, as pertness is of Wit, and therefore very taking. And to complete an Almanack-maker, in this particular, he should write Sentences, and throw out Hints, that neither himself, nor any Body else can understand or know the Meaning of. And this is also a necessary Talent. I will give you some Instances of this Way of Writing, which are almost inimitable, such as these, Leeds, Jan; 23, 1736, Beware, the Design is Suspect. Feb. 23. The World is bad with Somebody. Mar. 27. Crimes not remitted. April 10. Cum Mully puff appears. May 21. The Sword of Sata is drawn, June 7. The Cat eat the Candle. Now, Sir, Why should the Sword of Saturn be dra

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and the role of the accounting department in ensuring the integrity of the financial statements. It also highlights the need for regular audits and the importance of transparency in financial reporting.

2. The second part of the document focuses on the role of the management team in overseeing the company's financial performance and ensuring that the company is in compliance with all applicable laws and regulations. It also discusses the importance of maintaining a strong relationship with the board of directors and the need for regular communication and reporting.

3. The third part of the document discusses the role of the internal control system in ensuring the accuracy and reliability of the financial statements. It also highlights the need for regular testing and monitoring of the internal control system and the importance of maintaining a strong culture of integrity and ethical behavior.

4. The fourth part of the document discusses the role of the external auditors in providing an independent opinion on the company's financial statements. It also highlights the need for regular communication and cooperation with the external auditors and the importance of maintaining a strong relationship with the audit firm.

5. The fifth part of the document discusses the role of the tax department in ensuring that the company is in compliance with all applicable tax laws and regulations. It also highlights the need for regular monitoring and reporting of the company's tax position and the importance of maintaining a strong relationship with the tax authorities.

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7. The seventh part of the document discusses the role of the human resources department in ensuring that the company has a strong and skilled workforce. It also highlights the need for regular training and development of the workforce and the importance of maintaining a strong culture of diversity and inclusion.

8. The eighth part of the document discusses the role of the information technology department in ensuring that the company has a strong and secure information system. It also highlights the need for regular testing and monitoring of the information system and the importance of maintaining a strong culture of security and data protection.

9. The ninth part of the document discusses the role of the marketing department in ensuring that the company has a strong and effective marketing strategy. It also highlights the need for regular monitoring and reporting of the company's marketing performance and the importance of maintaining a strong relationship with the marketing agencies.

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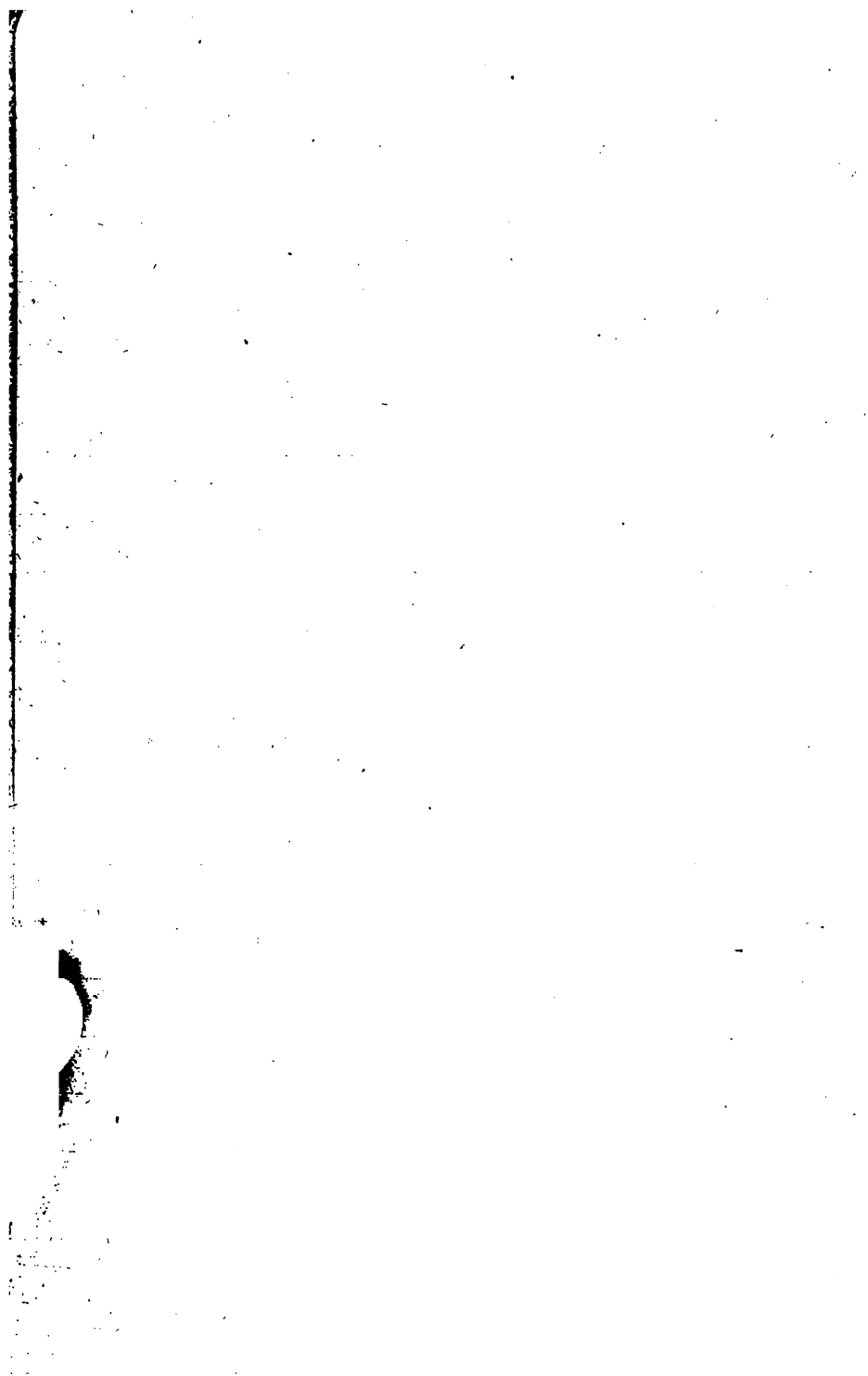
to Kill the Cat on the 21<sup>st</sup> Day of May, when it plainly appears in print, that the Cat did not eat the Candle till the 7<sup>th</sup> of June following. This Question no Man but an Astrologer can possibly answer.

In the next Place, I lay it down as a certain Maxim or Position, that an Almanack-Writer shou'd not be a finish'd poet, but a piece of und qualify'd to write, what we vulgarly call Doggerel; and that his Poetry shou'd bear a near Resemblance to his Prose. I must beg Horace's and my Lord Roscommon's Pardon, if I dissent from them in this one particular. I will give you their Rule in my Lord's English Translation, and save myself the Trouble of transcribing the Latin of Horace.

"But no Authority of Gods nor Men  
Allow of any Mean in Poesy."

This might for all I know be a Rule for Poetry among the Ancients, but the Moderns have





ound it troublesome, and the most of them  
have wholly neglected it for that Reason,  
Witness the author's Verses, whose Praise I  
am celebrating; December 1736.

Now is my 12 Months Task come to conclusion,  
Lord free us from Hatred, Envy and Confusion,  
All are not pleas'd, nor never will i'th' main,  
Fieuds and Discords among us will remain.  
Be that as 'twill, However I'm glad to see,  
Envy disappointed both at Land and Sea.

I do not pretend to say, that this is like the  
Poetry of Horace, or Lord Roscommon, but it  
is the Poesy of an Astrologer; it is his own and  
not borrowed; It is occult and mysterious.  
It has a due Degree of that Sort of Gravity,  
which I have mentioned: In short it is  
form'd upon the Rules which I have laid  
down in this short Essay.

I could further prove to you, if I was to go

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about it, That an Almanack - Writer ought  
not only to be a piece of a Wit, but a very Wag;  
and that he shou'd have the Art also to make  
People believe, that he is almost a Conjuror, &c.  
But these Things I reserve for my greater  
Work, and in the mean time, until that  
appears, I desire to remain,

Sir,

Your very humble Servant

Sept. 27. 1737.

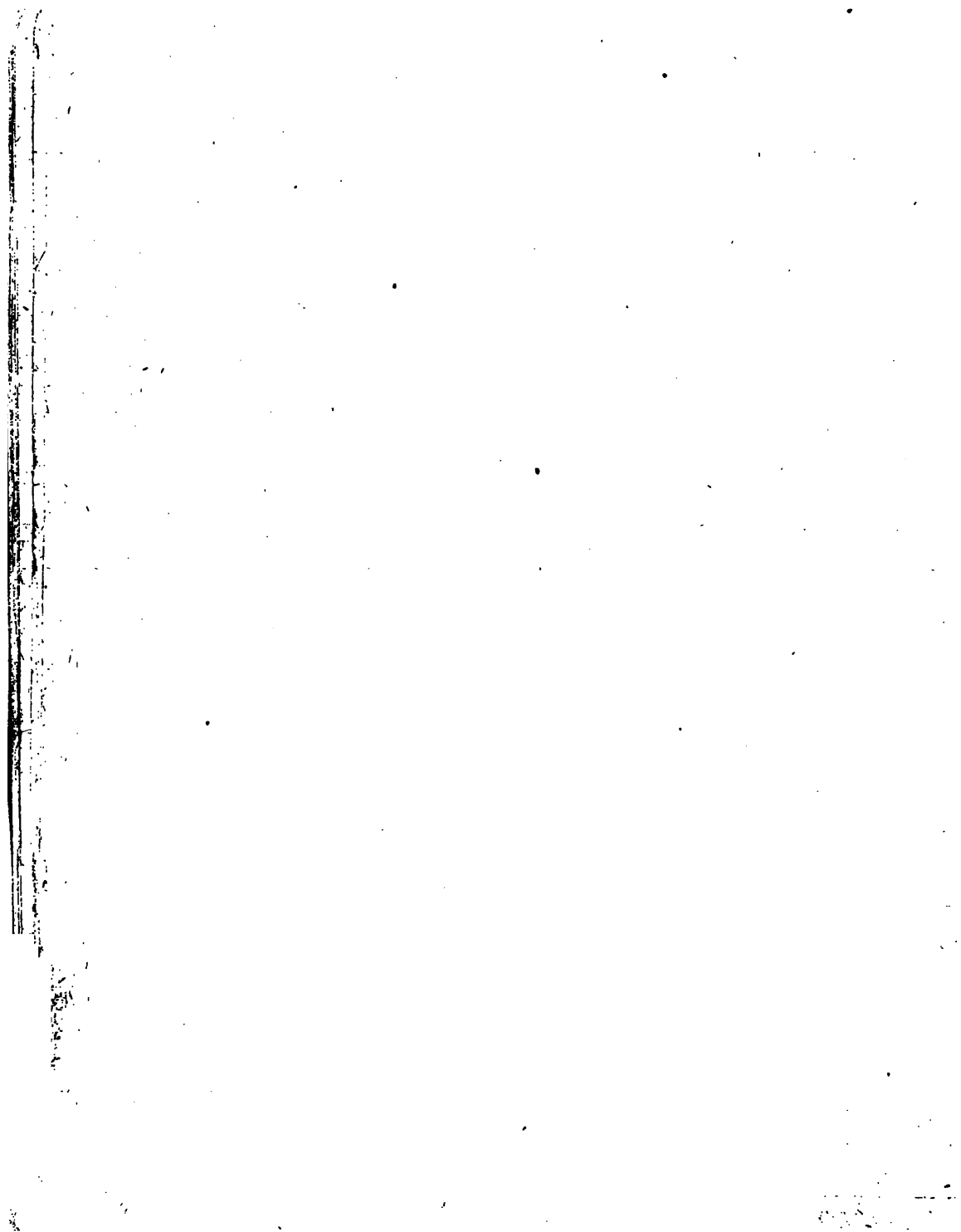
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From -

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October 13. 1737.

[G: P. P.]













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